

ORDER

Orders
Order / Rev: 1294507
Alt Order #: 08363240
Product Desc: REED FOR CONGRESS
Estimate: 908914
Flight Dates: 09/08/16 - 09/14/16
Original Date / Rev: 09/06/16 / 09/09/16
Order Type: Political

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency Name: Smart Media Group Inc/ POL
Buying Contact:
Billing Contact:
 1427 Leslie Avenue
 Alexandria, VA 22301

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: WEEKLY
Agency Commission: 15%

Advertiser Name: Reed, Tom / Republican / Congress
Demographic: A35+
Product Codes: PL-US House Representative
Priority: P04-GB
Revenue Codes: AGY, (Gen) General, (POL) Candidate

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID: 98895
Agency External ID: 7611AG
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/05/16	09/11/16	18	\$8,705.00	\$7,399.25
09/12/16	09/18/16	12	\$5,755.00	\$4,891.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2016	30	\$14,460.00	\$12,291.00	0.00
Totals	30	\$14,460.00	\$12,291.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
WGRZ	55%	\$14,460.00
Market	100%	\$26,290.91

Competitive Share

Competitive Share	Share	Total
CABL	0%	\$0.00
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WIVB	25%	\$6,572.73
WKBW	12%	\$3,154.91
WNED	0%	\$0.00
WNEQ	0%	\$0.00
WNGS	0%	\$0.00
WNLO	0%	\$0.00
WNYB	0%	\$0.00
WNYO	0%	\$0.00
WUTV	8%	\$2,103.27

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WGRZ	09/09/16	09/09/16	Fri Prime FRI 8-11P	CM	8p-11p (10:00 PM-11:00 PM)	----F--	:30	1	\$850.00	P04-C	0.00	NM	1	\$850.00
NULL DATELINE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/05/16	09/11/16	----F--			1			\$850.00		0.00			
E 2	WGRZ	09/09/16	09/09/16		CM	1135p-1237a	----F--	:30	1	\$350.00	P03-F	0.00	NM	1	\$350.00

Advertiser:	Reed, Tom / Republican / Congress
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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Tonight Show											
				Tonight Show											
				NULL TONIGHT SHOW STARRIN											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		09/05/16	09/11/16	----F--		1			\$350.00	0.00					
E 3	WGRZ	09/09/16	09/09/16	EN (M-F)	CM	5p-7p	----F--	:30	1	\$630.00	P03-F	0.00	NM	1	\$630.00
				EN (M-F)		(5:00 PM-5:30 PM)									
				NULL CHANNEL 2 NEWSFIRST											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		09/05/16	09/11/16	----F--		1			\$630.00	0.00					
E 4	WGRZ	09/12/16	09/12/16	Local News @ 5p M-F	CM	5-530p	M-----	:30	1	\$630.00	P03-F	0.00	NM	1	\$630.00
				Local News @ 5p M-F											
				NULL CHANNEL 2 NEWSFIRST											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		09/12/16	09/18/16	M-----		1			\$630.00	0.00					
E 5	WGRZ	09/12/16	09/12/16	Mon Prime Other	CM	8p-11p	M-----	:30	1	\$1,620.00	P04-C	0.00	NM	1	\$1,620.00
				Mon Prime Special		(8:00 PM-10:00 PM)									
				NULL AMERICAN NINJA WARRI											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		09/12/16	09/18/16	M-----		1			\$1,620.00	0.00					
E 6	WGRZ	09/12/16	09/12/16	Today Show 2	CM	9-10a	M-----	:30	1	\$160.00	P04-C	0.00	NM	1	\$160.00
				Today Show 2		(9:00 AM-10:00 AM)									
				NULL TODAY SHOW II											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		09/12/16	09/18/16	M-----		1			\$160.00	0.00					
E 7	WGRZ	09/10/16	09/10/16	LN (M-Su)	CM	11-1135PM-F&SU	-----S-	:30	1	\$505.00	P03-F	0.00	NM	1	\$505.00
				Late News											
				NULL CH 2 NEWS TONIGHT AT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		09/05/16	09/11/16	-----S-		1			\$505.00	0.00					
E 8	WGRZ	09/10/16	09/10/16	Saturday Night Live	CM	1130p-105a	-----S-	:30	2	\$450.00	P04-C	0.00	NM	2	\$900.00
				Saturday Night Live		(11:30 PM-1:00 XM)									
				NULL SATURDAY NIGHT LIVE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		09/05/16	09/11/16	-----S-		2			\$450.00	0.00					
E 9	WGRZ	09/10/16	09/10/16	Local News @ 6p Sa	CM	6-630p	-----S-	:30	1	\$340.00	P04-C	0.00	NM	2	\$390.00
				Local News @ 6p Sa		(6:00 PM-6:30 PM)									
				NULL CHANNEL 2 NEWS SATUR											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		09/05/16	09/11/16	-----S-		1			\$340.00	0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	WGRZ	09/05/16-09/11/16		Local News @ 6p Sa		6-630p	(6:00 PM-6:30 P-----Sa--	:30		(\$340.00)	0.00	NM			
See MG 9.2,9.3															
2	WGRZ	09/08/16-09/08/16		Local News @ 6a M-F		6-7a	---Th-----	:30		\$340.00	0.00	NM			
Ⓜ MG for 14.1,9.1															
[mg1]															
3	WGRZ	09/08/16-09/08/16		Dateline 1130a-1230p		1130a-1230p	---Th-----	:30		\$50.00	0.00	NM			
Ⓜ MG for 14.1,9.1															
[mg1]															
E 10	WGRZ	09/10/16	09/10/16	Local News @ 6a Sa	CM	Sat Early Daybreak	-----S-	:30	2	\$200.00	P03-F	0.00	NM	2	\$400.00
				Local News @ 6a Sa											
				NULL EARLY DAYBREAK SATUR											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		09/05/16	09/11/16	-----S-		2			\$200.00	0.00					
E 11	WGRZ	09/10/16	09/10/16	Today Show Sa	CM	7a-9a	-----S-	:30	1	\$370.00	P02-F	0.00	NM	1	\$370.00
				NBC Today Show (Sa)											
				NULL SATURDAY TODAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		09/05/16	09/11/16	-----S-		1			\$370.00	0.00					
E 12	WGRZ	09/08/16	09/08/16	Local News @ 11a M-F	CM	11-1130a	---T---	:30	1	\$130.00	P03-F	0.00	NM	1	\$130.00
				Local News @ 11a M-F											

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WGRZ

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
NULL MIDDAY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/05/16	09/11/16	---T---					1	\$130.00		0.00			
E 13	WGRZ	09/08/16	09/08/16	LN (M-Su) Late News	CM	11-1135PM-F&SU	---T---	:30	1	\$505.00	P03-F	0.00	NM	1	\$505.00
NULL CH 2 NEWS TONIGHT AT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/05/16	09/11/16	---T---					1	\$505.00		0.00			
E 14	WGRZ	09/08/16	09/08/16	FABLife 1130a-1230p FABLife	CM	1130a-1230p (11:30 AM-12:30 PM)	---T---	:30	1	\$50.00	P04-C	0.00	NM	0	\$0.00
NULL THE FAB LIFE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/05/16	09/11/16	---T---					1	\$50.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WGRZ	09/05/16-09/11/16		FABLife 1130a-1230p		1130a-1230p (11:30 AM-12:30 PM)	---Th----	:30		(\$50.00)		0.00	NM		
See MG 9.2,9.3															
E 15	WGRZ	09/08/16	09/08/16	Tonight Show Tonight Show	CM	1135p-1237a	---T---	:30	1	\$350.00	P03-F	0.00	NM	1	\$350.00
NULL TONIGHT SHOW WITH JI															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/05/16	09/11/16	---T---					1	\$350.00		0.00			
E 16	WGRZ	09/08/16	09/08/16	Local News @ 5p M-F Local News @ 5p M-F	CM	5-530p	---T---	:30	1	\$630.00	P03-F	0.00	NM	1	\$630.00
NULL CH2 NEWS FIRST AT 5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/05/16	09/11/16	---T---					1	\$630.00		0.00			
E 17	WGRZ	09/08/16	09/08/16	Entertainment Tnt 7-730p Entertainment Tonight	CM	7-730p	---T---	:30	1	\$535.00	P02-F	0.00	NM	1	\$535.00
NULL ENTERTAINMENT TONIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/05/16	09/11/16	---T---					1	\$535.00		0.00			
E 18	WGRZ	09/08/16	09/08/16	NFL Kickoff Game NFL Kick-off Game	CM	NFL Kick-off Game (8:30 PM-11:45 PM)	---T---	:30	1	\$2,000.00	P04-C	0.00	NM	1	\$2,000.00
NULL NFL KICKOFF GAME 201															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/05/16	09/11/16	---T---					1	\$2,000.00		0.00			
E 19	WGRZ	09/08/16	09/08/16	Today Show 2 Today Show 2	CM	9-10a (9:00 AM-10:00 AM)	---T---	:30	1	\$160.00	P04-C	0.00	NM	1	\$160.00
NULL TODAY SHOW 2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/05/16	09/11/16	---T---					1	\$160.00		0.00			
E 20	WGRZ	09/13/16	09/13/16	Local News @ 5p M-F Local News @ 5p M-F	CM	5-530p	-T-----	:30	1	\$630.00	P03-F	0.00	NM	1	\$630.00
NULL CHANNEL 2 NEWSFIRST															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/12/16	09/18/16	-T-----					1	\$630.00		0.00			
E 21	WGRZ	09/13/16	09/13/16	Local News @ 530p M-F Local News @ 530p M-F	CM	530-6p (5:30 PM-6:00 PM)	-T-----	:30	1	\$630.00	P03-F	0.00	NM	1	\$630.00
NULL CHANNEL 2 NEWS AT 53															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/12/16	09/18/16	-T-----					1	\$630.00		0.00			
E 22	WGRZ	09/13/16	09/13/16	Today Show Today Show	CM	Today Show	-T-----	:30	1	\$395.00	P03-F	0.00	NM	1	\$395.00
NULL TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/12/16	09/18/16	-T-----					1	\$395.00		0.00			
E 23	WGRZ	09/13/16	09/13/16	Today Show 2 Today Show 2	CM	9-10a (9:00 AM-10:00 AM)	-T-----	:30	1	\$160.00	P04-C	0.00	NM	1	\$160.00
NULL TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/12/16	09/18/16	-T-----					1	\$160.00		0.00			

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WGRZ

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 24	WGRZ	09/14/16	09/14/16	Local News @ 530p M-F	CM	530-6p	--W----	:30	1	\$630.00	P03-F	0.00	NM	1	\$630.00
				Local News @ 530p M-F		(5:30 PM-6:00 PM)									
				NULL CHANNEL 2 NEWS AT 53											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/12/16	09/18/16	--W----		1				\$630.00		0.00			
E 25	WGRZ	09/14/16	09/14/16	Today Show 2	CM	9-10a	--W----	:30	1	\$160.00	P04-C	0.00	NM	1	\$160.00
				Today Show 2		(9:00 AM-10:00 AM)									
				NULL TODAY SHOW II											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/12/16	09/18/16	--W----		1				\$160.00		0.00			
N 26	WGRZ	09/13/16	09/13/16	Today Show 3	CM	10-11a	-T-----	:30	1	\$100.00	P04-C	0.00	NM	1	\$100.00
				Today Show 3											
				NULL TODAY SHOW 2											
N 29	WGRZ	09/13/16	09/13/16	Local News @ 6p M-F	CM	6-630p	-T-----	:30	1	\$540.00	P04-C	0.00	NM	1	\$540.00
				Local News @ 6p M-F		(5:30 PM-6:00 PM)									
				NULL CHANNEL 2 NEWS AT 53											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/12/16	09/18/16	-T-----		1				\$540.00		0.00			
N 31	WGRZ	09/14/16	09/14/16	Today Show 3	CM	10-11a	--W----	:30	1	\$100.00	P04-C	0.00	NM	1	\$100.00
				Today Show 3											
				NULL TODAY SHOW 2											
													Totals	30	\$14,460.00